

REMARKS

Favorable reconsideration of this application, in light of the present amendments and following discussion, is respectfully requested.

Claims 1-19 are pending; Claim 8 is amended, and no claims are newly added or canceled herewith. It is respectfully submitted that no new matter is added by this amendment.

In the outstanding Office Action, Claim 8 was objected to; Claims 1-5 and 7-12 were rejected under 35 U.S.C. § 103(a) as unpatentable over Hoshi (JP 58-143389); and Claims 6 and 13-19 were rejected under 35 U.S.C. § 103(a) as unpatentable over Hoshi in view of Kishimoto (U.S. Pat. No. 6,166,714).

At the outset, Applicant respectfully requests acknowledgement of Sato et al. (U.S. Pat. No. 5,712,692, hereafter Sato), previously filed by Information Disclosure Statement on November 21, 2001. Although the PTO 1449 form was returned with the outstanding Office Action and signed by the Examiner, Sato was not indicated as considered by the Examiner. Accordingly, consideration of Sato is respectfully requested.

With regard to the objection to Claim 8, Claim 8 has been amended to correct the noted informality. It is therefore respectfully requested that this objection be withdrawn.

With regard to the rejection of Claims 1-5 and 7-12 under 35 U.S.C. § 103(a) as unpatentable over Hoshi, that rejection is respectfully traversed.

In the past, in conventional SRAM built-in liquid crystal display devices, since the power source voltage has been supplied to the entire circuits even on standby, power loss occurs inside the circuits on standby.¹ In light of this problem, the Applicant developed the present invention.

¹ Specification, page 1, lines 28-32.

Claim 1 recites a power source voltage control circuit for stopping a supply of the power source voltage from the power source voltage generating unit during a period of the second display (during the display of the still image). Similarly, Claim 10 recites a power source voltage generating and stopping circuit for stopping generation of the power source voltage in the power source voltage generating unit during a period of the second display (during a display of the still image).

Hoshi relates to an image display device. Hoshi describes that an output of the memory cell set is set as being 1 or 0 according to the items of image information.² Additionally, Hoshi describes that no voltage is applied to the liquid crystal 9 at all as denoted by 13b to make the pixel provided as a non-selected pixel.³ Hoshi further describes that no current flows in the signal lines at all, to reduce consumed power.⁴

More simply put, Hoshi only considers deactivating the driving circuits for stopping supply of the voltage to the liquid crystal, and does not consider reducing the power loss that occurs inside the driver when the power source voltage is supplied even when the driver is deactivated. Therefore, Hoshi fails to disclose or suggest stopping a supply of the power source voltage to the driver and stopping generation of the power source voltage for supplying to the driver, as recited in Claims 1 and 10.

Accordingly, as Hoshi fails to disclose or suggest the features of Claims 1 and 10, it is respectfully submitted that Claims 1 and 10 patentably distinguish over Hoshi. Likewise, it is respectfully submitted that dependent Claims 2-5, 7, 8, 11, and 12 patentably distinguish over Hoshi. It is therefore respectfully requested that this rejection be withdrawn.

² Hoshi, page 5, lines 11-13.

³ Id. at page 6, lines 3-10.

⁴ Id.

Regarding the rejection of Claims 6 and 13-19 under 35 U.S.C. § 103(a) as unpatentable over Hoshi and Kishimoto, that rejection is also respectfully traversed.

As earlier explained, Hoshi does not disclose or suggest the features recited in independent Claims 1 and 10. Because Kishimoto is not relied upon by the outstanding Office Action to provide the features identified as deficient within Hoshi, the merits of Kishimoto are not addressed herewith.

Therefore, as Claims 6 and 13-19 are believed to patentably distinguish over Hoshi and Kishimoto for the reasons above set forth with regard to independent Claims 1 and 10, from which these claims respectively depend, it is respectfully requested that this rejection be withdrawn.

Moreover, it is respectfully submitted that there is no basis in the teachings of either Hoshi or Kishimoto to support the applied combination. Certainly, the Office Action fails to cite to any specific teachings within either of these references to support the combination. It is therefore respectfully submitted that the applied combination of Hoshi and Kishimoto is based upon hindsight reconstruction, and is improper.

Consequently, in view of the foregoing discussion and present amendments, it is respectfully submitted that this application is in condition for allowance. An early and favorable action is therefore respectfully requested.

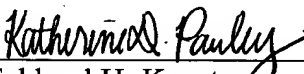
Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,
MAIER & NEUSTADT, P.C.

Customer Number
22850

Tel: (703) 413-3000
Fax: (703) 413-2220
EHK:KDP:wp:dmr

I:\ATTY\KDP\21\S\216349US\216349US AM 12-5-03.DOC



Eckhard H. Kuesters
Attorney of Record
Registration No. 28,870
Katherine D. Pauley
Registration No. 50,607